Digital Innovation Hub

# speeding up the uptake of digital innovations by Public Authorities

Lisbon, Oct 2019, iBuy Project

Digital Innovation Smart eHUB
www.smartehub.eu

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Digital Innovation Hubs – Background at EU level

- In April 2016, the European Commission launched the **Digitising European Industry strategy (DEI)**, "to reinforce EU's competitiveness on digital technologies and to ensure that every business in Europe – whichever the sector, wherever the location, whatever the size – can fully benefit from digital innovation".

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# What is a Digital Innovation Hub – EU definition

© TNO, 2015
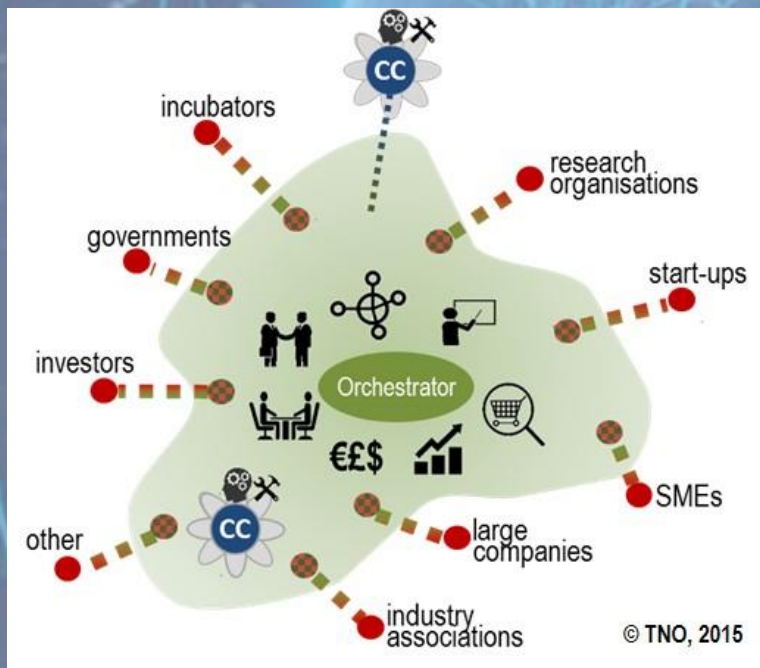
"Digital Innovation Hubs are **one-stop-shops** that help companies to become more competitive with regard to their business/production processes, products or services using digital technologies. They are based upon **technology infrastructure**, provide access to the latest **knowledge, business and financing** support to implement **innovations** across the value chain. As proximity is considered crucial, they act as a first regional point of contact and strengthen the innovation ecosystem".

Joint forces to develop the Digital Innovation Smart eHUB

The Coordinators:

ELINCLUS – Electronics Innovation Cluster
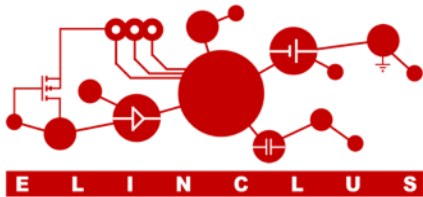
**USH ProBusiness** - University Entrepreneurial Centre

Smart Alliance - Innovation Technology Cluster

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Consortium created to be further extended

Stakeholders:

- Regional Development Agency Bucharest Ilfov
- University POLITEHNICA of Bucharest
- Regional Development Agency South Muntenia
- Romanian Association for Smart City
- CRIMM Foundation
- PROSME
- Romanian Association for Electronic Payments
- BIO Danubius Cluster
- BIO Concept Prahova Valley Cluster
- CERMAND Cluster
- Danube Furniture Cluster
- Romanian Textile Concept cluster
- Clustero – representative body of clusters
- Interbio Professional Association
- Ministry of Research and Innovation
- TechVentures
- etc
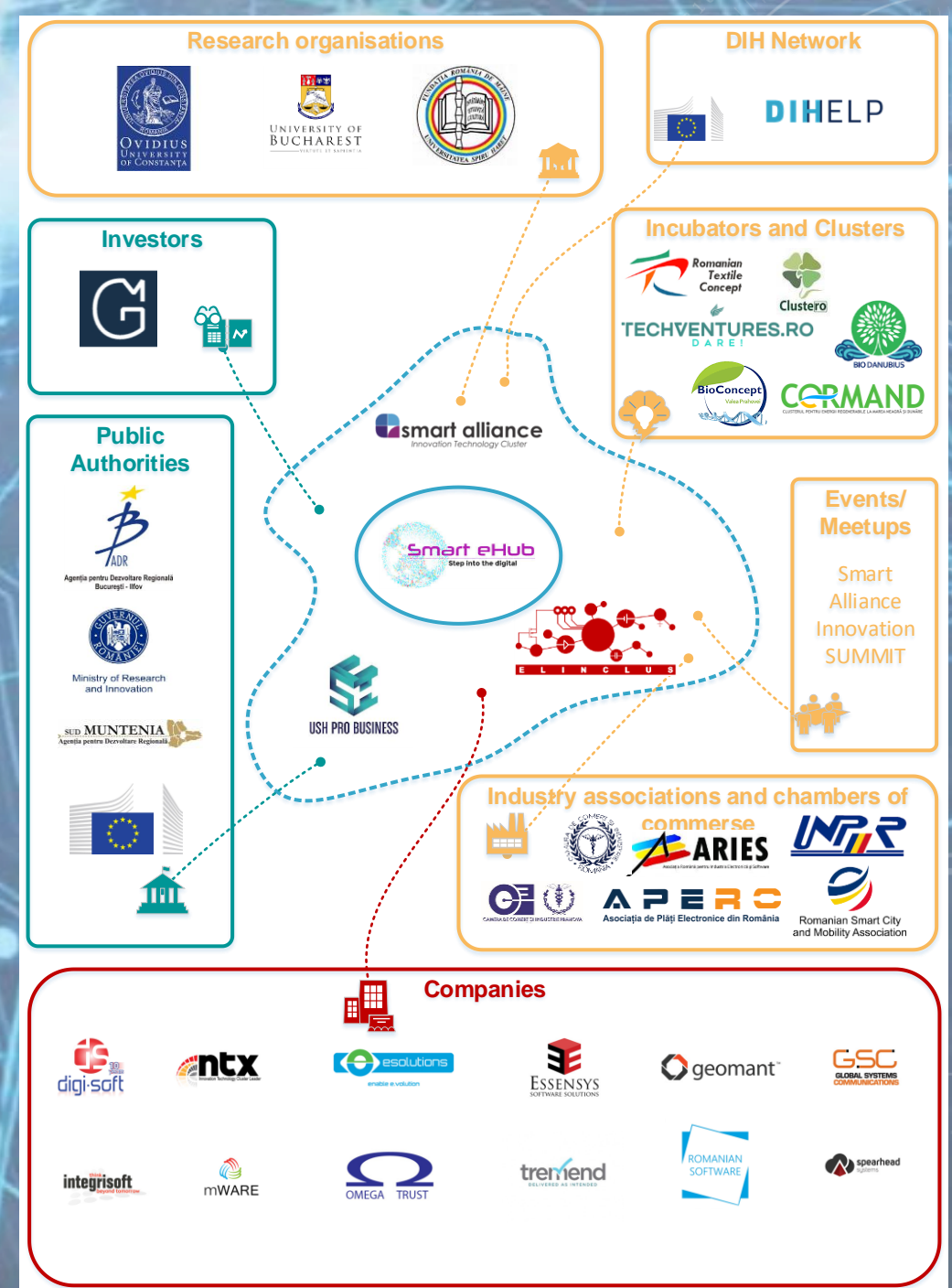
Why a Digital Innovation Hub (DIH) in our region

The urgent and pressing need for:

❑ Increased **adoption of digital technologies by Romanian entreprises**

❑ Increasing competitiveness by digitalising all strategic sectors

❑ Implementing a coherent and sustainable **educational system for digital technologies adoption**

The regions in target of the DIH need solutions and awareness to improve the low level of digitalization.
Smart eHub addresses these issues by providing SMEs **one-stop-shop** for tailor made digitalization services in their regional proximity.

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Smart eHUB's Mission

Smart eHUB's mission is to stimulate innovation through digitalization by enabling *collaboration* with different sectors of activity in order to establish a *culture of co-creation* of technological joint solutions and products in various fields from education and creative industries to agriculture, addressing smart specialisation areas.

Create a network of digital innovation hubs. Operate synergistically. Rethink digital.

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Smart eHUB's value proposition

**One-stop-shop
for digitalization**
addressing private & public sector in regions while connecting ecosystems for digital transformation

Business Process Digitalization – regional capacity building for digital transformation of private and public sectors

Managing organisation risks in the changing era by the means of the digitalisation
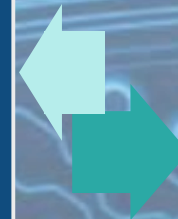
Embedding digital learning throughout education system.

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Smart eHUB services and competencies

Services:

1. Awareness creation, visibility and promotion for SMEs & Start-ups regarding innovation through digitalization
2. Access to digitalisation services
3. Ecosystem building, brokerage/ matchmaking for business internationalization
4. Collaborative Research
5. Education, training, mentoring
6. Start-up & Scale-up consulting services
7. Digital maturity assessment

Competences:

1. Business Processes Digitalization
2. Access to DIH technical, knowledge and physical infrastructure
3. Sharing of best practices in digitalisation
4. Developing entrepreneurial skills
5. Research and market studies
6. Business plan & strategy development
7. Events organisation
8. PR & Communication

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Smart eHub as a collaborative platform built on a network of Hubs, each with different expertise

Cloud & Data Centre | HPC

Electronics

Artificial Intelligence

Smart Cities

Cybersecurity

Business Process Digitalisation

Digital Skills

BigData & IoT

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One-stop-shop for Digital Transformation of the region

Supporting digitalisation for

Companies	**Public administration**	**Local communites**	**Educational sector**
we help businesses to become more competitive by improving their processes through digital technology	we advise and help with planning for user-centered public services and adoption of innovations	we actively collaborate with education centers, local communites, municipalites, and inter-sector centers.	By understanding the trends and industry requirements we will influence the education

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Public administration - enhancement of infrastructure and services through digitalisation

Digital transformation plays a key **role** in modernising **public** services:
- increasing service productivity and reducing labour intensity,
- increasing the level of satisfaction and effectiveness of services,
- increasing the openness, trust in and
- engagement with governments.

DIH's role is to act as a catalyser between innovative companies, academia, local communities and research organisations in order to be a real support in the digital transformation journey of the public authorities and of the new governance frameworks.

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From government-centred services, through a focus on citizen-centred approaches

The DIH acts as an effective link between demand-side and supply-side for digitalisation and innovation

The DIH is the right ecosystem for developing of new approaches/ environments in which citizens/ businesses determine their own needs and address them in partnership with governments → for a **people driven approaches**

The challenge: is not to introduce digital technologies into public administrations but to integrate the use of digital technologies into public sector modernisation efforts→ for a **Digital Government**

Why DIH is a vector of speeding up the uptake of digital innovations for PA

Source of information — The DIH documents the '*cataloque*' of innovative products and services in the region

Support for innovation — Its ecosystem attracts innovative companies/ start-ups and support their developments to become more competitive

Promoting innovation — One of its objective is to make awareness and promoting the latest innovations in front of public authorities

Higher rate of success — DIH's capacity to identify innovation opportunities in the early stages of product/service development increasing the rate of transformation into novel and successful products

Trustworthy — The DIH's team could provide information about trustworthy/ expertise of the supplier of innovative technology

Implications for Digital Innovation Hubs

Support companies in implementing digitisation measures for successful innovation

Help companies to connect to stakeholders in the digital innovation ecosystem

Support companies in developing the right digital innovation capabilities

Help companies set direction for the digital innovation activities and prioritize efforts

Enhance transparency on companies´ digital innovation performances and outcomes

Raise awareness for digital innovation potentials

Visionary regional and national policies are required

- Successful Digital Innovation Hub requires also public authorities leadership

- Smart eHUB has started small, bottom-up, as an initiative of ICT industry and academia

- However, building and scaling a DIH requires also a strong regional and national framework/ a visionary government leadership to fund, build and support over decades

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Thank you for your attention!

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Appendix

ELINCLUS: ELectronic INovation CLUSter

CORE SKILLS

- Agriculture & wood industry
- IT&C Software
- House construction & Home appliance
- Logistics & Packaging
- Automotive & Industrial
- Applied electronics
- Aerospace & Telecommunication
- ECO-Environment & Renewable energies
- Mechatronics

- RFID, Smart irrigation systems, automations
- SW development and Smart Systems (HW&SW)
- Intelligent home & appliance, security systems
- Intelligent packaging, fleet management
- Electronic Manufacturing
- Services: electronic assembling, testing, prototyping & small series
- Design for Manufacturing: embedded systems & PCB design
- Technical & Technological consult, transfer & audit
- IPC and professional courses
- Project management
- R&D&I support & partnership

SILVER — Cluster Management Excellence — DEDICATED TO CLUSTER EXCELLENCE

85 Members:

- **Firms (SMEs): 73**
- **Universities: 1 / 4 research departments from UPB**
- **Research institutes: 4**
- **Public Authorities: 1 – ADR-BI**
- **NGOs: 2**

București și Ilfov
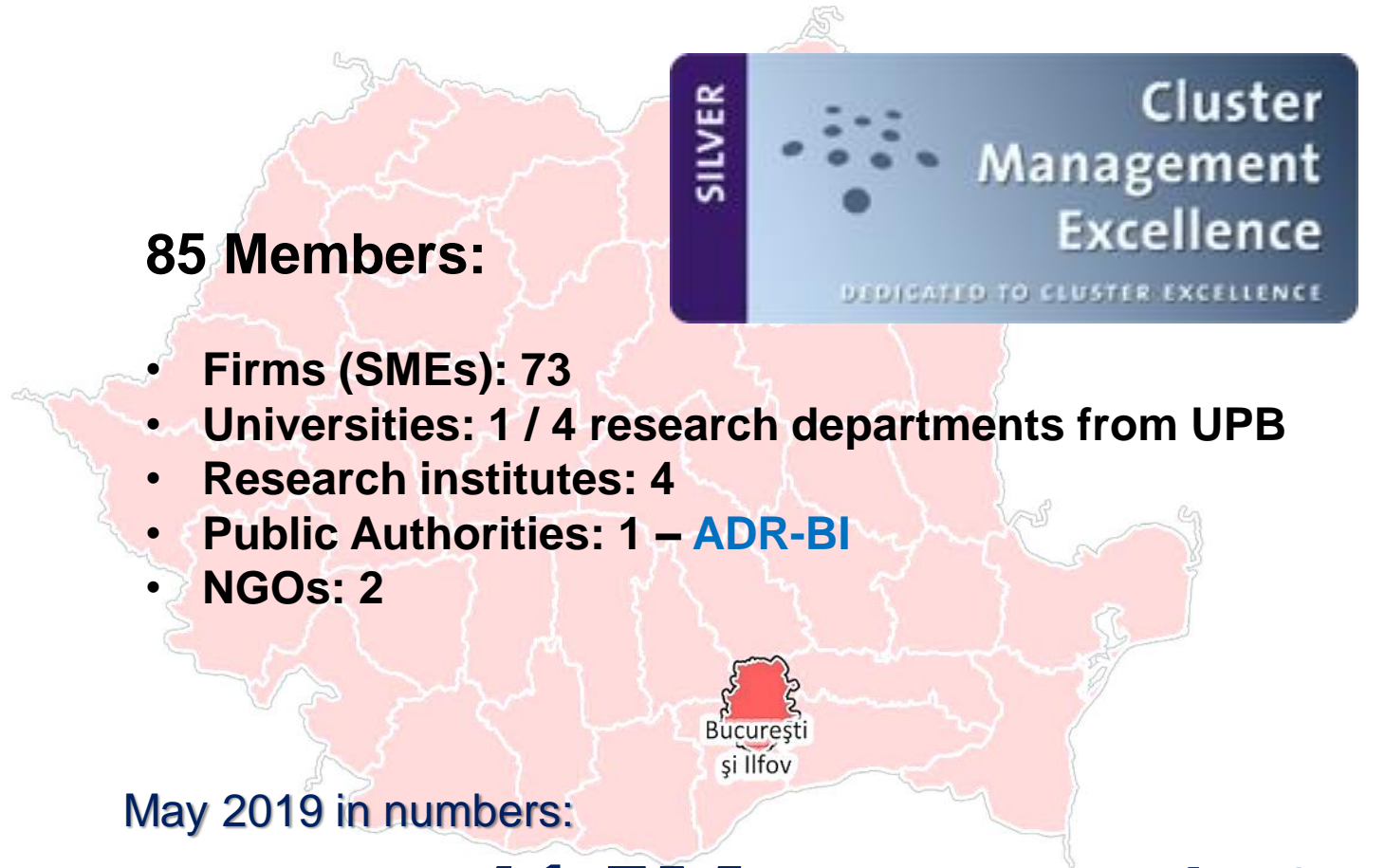
May 2019 in numbers:

+720 Employees

+41,5M Turnover in EUR

+45 National & international patents (since 2005)

+17% R&D value

USH Pro Business Center
University Business Support Hub

Smart eHUB coordinator

– BIONEST CLUSTER

– EBC / CHAMBER OF COMMERCE

Iași

Bacău

– INTER-BIO PROFESSIONAL ASSOCIATION
– KTC
–DANUBE ENGINEERING HUB CLUSTER
– DANUBE FURNITURE CLUSTER
– BIO CONCEPT VALEA PRAHOVEI CLUSTER
– EBC / CHAMBER OF COMMERCE

– 2 FACULTIES
– KTC
– INTER-BIO PROFESSIONAL ASSOCIATION
– BIO CARPATHIA

–BIO DANUBIUS CLUSTER
– INTER-BIO PROFESSIONAL ASSOCIATION

– 1 FACULTY
– KTC

Brașov

Câmpulung

Tulcea

The mission of USH Pro Business Center is to bring the university closer to the entrepreneurial needs and thereby contributing to the development of a competitive economy.

– 1 FACULTY
– 1 COLLEGE
– KTC
– START-UP
– CONSTRUCT CLUSTER OLTENIA

Ploiești

– 1 FACULTY
– KTC
– START-UP

Constanța

Craiova

Bucharest

7 FACULTIES	KINDER GARDEN	INTER-BIO PROFESSIONAL ASSOCIATION	CREATIVE BUCHAREST CLUSTER	PREMIUM WELLNESS INSTITUTE	PROGRAM START-UP
3 COLLEGES	PRIMARY SCHOOL	PRO TRANSFER	ONE HEALTH	ACEX	

smart alliance
Innovation Technology Cluster

BRONZE

Cluster
Management
Excellence

STRIVING FOR CLUSTER EXCELLENCE

Smart Alliance Cluster

*Production, distribution, utilities, financial services, telecommunications, public administration, education, human resources are just a small part of the business, administrative and educational areas that **SMART ALLIANCE CLUSTER** covers with IT products and services.*

39 IT Romanian companies delivering:

- ❑ Innovative solutions;
- ❑ IT infrastructure;
- ❑ Complete and integrated services;
- ❑ IT consultancy and training.

Smart Alliance is a trusted IT partner for:
- companies,
- central and local authorities,
- public institutions
- educational and research institutions

through product and process innovation, creativity, quality, ethical business and trustworthiness.

2018 in numbers

+900
Employees and collaborators

+55,3M
Turnover in EUR

+3.800
Delivered projects at national and international level